

IN THE CLAIMS

Cancel Claims 1-16 and 21-28.

Add Claims 29-48.

29 (new). A picture frame for holding one stack or two stacks of art sheets of various thicknesses, comprising:

(A) a cam based holder having:

(a) a first holder component, and

(b) a second holder component having:

(i) a spring for driving a rotational motion of said first holder component or said second holder component, and exerting a force needed for holding said one stack of art sheets in said picture frame, and

(ii) means for joining said second holder component to said first holder component and for making said first holder component and said second holder component rotatable relative to each other, and

(B) a picture frame body for:

(a) mounting said cam based holder therein, and

(b) storing said one stack of art sheets therein and displaying one art sheet of said one stack of art sheets.

30 (new). The picture frame of Claim 29 in which

(a) said cam based holder also has a pin,

(b) said first holder component has a first sleeve partially wrapping said pin, and

(c) said means of said second holder component includes a second sleeve partially wrapping said pin.

31 (new). The picture frame of Claim 29 in which

(a) said second holder component is non-rotational with respect to said picture frame body, and includes a stationary holder base mounted on said picture frame body, and

(b) said first holder component includes a rotatable holder plate for detachably holding said one stack of art sheets.

- 32 (new). The picture frame of Claim 31 in which said rotatable holder plate is rotatable with respect to said stationary holder base between
- (a) an activated zone for imparting a torque to said rotatable holder plate for detachably holding said one stack of art sheets, and
 - (b) a deactivated zone for imparting no torque to said rotatable holder plate.
- 33 (new). The picture frame of Claim 31 in which said second holder component also includes a plunger for retaining said spring.
- 34 (new). The picture frame of Claim 33 in which said plunger has a ramp surface engageable with said rotatable holder plate for driving the rotational motion of said rotatable holder plate.
- 35 (new). The picture frame of Claim 29 in which
- (a) said first holder component is non-rotational with respect to said picture frame body, and includes a stationary holder base mounted on said picture frame body, and
 - (b) said second holder component includes a rotatable holder plate for detachably holding said one stack of art sheets.
- 36 (new). The picture frame of Claim 29 in which said spring is a compression spring.
- 37 (new). The picture frame of Claim 29 in which said picture frame body includes a flat board for
- (a) mounting said cam based holder thereon, and
 - (b) storing said one stack of art sheets therein.
- 38 (new). The picture frame of Claim 37 also comprising a plurality of said cam based holders mounted on said flat board for holding said one stack of art sheets.

39 (new). The picture frame of Claim 29 also comprising two said cam based holders, said picture frame body including a flat board for

- (a) mounting said two cam based holders thereon, and
- (b) storing said two stacks of art sheets therein,
 - one of said two cam based holders being for holding one stack of said two stacks of art sheets, the other one of said two cam based holders being for holding the other one stack of said two stacks of art sheets.

40 (new). A framed art comprising :

- (A) a calendar book having a plurality of calendar pictures and a plurality of calendar date tables, said calendar book being backward foldable for exposing one of said calendar pictures for display,
- (B) a mat board having an opening, and
- (C) a picture frame having:
 - (a) a picture frame body, and
 - (b) spring loaded holding means for
 - (i) mounting said mat board in said picture frame, and
 - (ii) detachably holding said backward folded calendar book in suspension for displaying said exposed calendar picture through said opening of said mat board.

41 (new). The framed art of Claim 40 in which said spring loaded holding means includes one cam based holder having:

- (a) a stationary holder base mounted on said picture frame body,
- (b) a rotatable holder plate for detachably holding said backward folded calendar book, and
- (c) a spring for driving the rotative motion of said rotatable holder plate for holding said calendar book in said picture frame body.

42 (new). The framed art of Claim 40 in which said spring loaded holding means includes a compression leaf spring.

43 (new). The framed art of Claim 25 also comprising a second calendar books stored in said picture frame and held by said spring loaded holding means.

44 (new). A business method of selling to a customer through an art retail store comprising the steps of:

(A) encouraging said customer in purchasing following two items together as one framed art ensemble in one business transaction or one pseudo business transaction:

(a) a minimum of two art sheets, each of said art sheets having a standard planar size, and

(b) an art frame having a standard internal size substantially same as said standard planar size of each said art sheet, said art frame also having spring loaded holding means for detachably holding said art sheets in said art frame, and

(B) offering said customer a financial incentive when said purchase by said customer is made.

45 (new). The business method of Claim 44 in which said one pseudo business transaction requires that said art sheets and said art frame be purchased by said customer through said retail store in two or more business transactions.

46 (new). The business method of Claim 44 in which said financial incentive includes a price discount on the purchase of said art sheets and/or said art frame.

47 (new). The business method of Claim 44 in which said spring loaded holding means includes one cam based holder having:

(a) a stationary holder base mounted on said art frame,

(b) a rotatable holder plate for detachably holding said art sheets in said art frame, and

(c) a spring for driving the rotative motion of said rotatable holder plate for holding said art sheets in said art frame

48 (new). The business method of Claim 44 in which said spring loaded holding means includes a compression leaf spring.